

# MINUTES

REGULAR MEETING OF  
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION  
THURSDAY, JUNE 19, 2008  
7:30 PM

1. CALL TO ORDER AND ROLL CALL

Chairman Wetzork called the meeting to order at 7:30 p.m.

Present: Chairman Wetzork. Commission Members: Bonta, Dahlberg, Lindsey, Ryan, Schmitz, and Zuppan

Absent: None

Vacancy: (2)

Staff: Rachel Silver and Rosemary Valeska

2. MINUTES

2.a. Minutes of the Regular Meeting of May 15, 2008

Motion (Dahlberg), seconded, and unanimous to approve the minutes of the Regular Meeting of May 15, 2008, as submitted.

3. CONSENT CALENDAR

(None)

4. ORAL COMMUNICATIONS – PUBLIC

(None)

5. UNFINISHED BUSINESS

(None)

6. NEW BUSINESS

6.a. Presentation Regarding Alameda Towne Centre

Ms. Silver introduced Mike Corbitt of Harsch Investment Properties.

Highlights of Mr. Corbitt's presentation were:

- 1) Harsch will be going before the Planning Board on July 14. Harsch wants to finalize the EIR and obtain approval for a new Master Plan now that Target will not be part of the center.
- 2) A new building for Orchard Supply Hardware is planned for the former Safeway site. The loading dock and garden center will be on the north side of the building in order to minimize impacts to the

Willows condominiums. The lease should be signed within the next two weeks, with the opening planned for early 2009.

- 3) Mervyn's will be closed by July 31, 2008. A new Kohl's store is planned for that location. The lease has been signed, with the opening planned for March or April 2009. Harsch believes that Kohl's will better reflect the demographics of Alameda.
- 4) The Alameda Borders bookstore had the best opening of all the 12 new Borders stores that have recently opened.
- 5) T.J. Maxx's best opening in the U.S. was last year when they opened the Alameda store. Trader Joe's, Safeway, and Walgreens continue to do well. Mervyn's Alameda store was always one of Mervyn's top ten performers. Sushi House has been a huge success. Massage Envy is doing great.
- 6) Dress Barn will be opening a 7,000-square-foot store by mid-August. They will be in the former Wherehouse location.
- 7) Jamba Juice, Chipotle, and Daphne's (a Southern California-based lunch and dinner restaurant featuring Greek food) are scheduled to open in October 2008, in the smaller lease spaces by Borders. Outdoor seating will be provided. A bakery tenant is being pursued for that area as well.
- 8) Zeytini (Mediterranean menu) has opened in the center court. China Gourmet has been remodeled. BDC Tofu (Korean menu) is also planned. An Italian restaurant is being considered for the former Noah's Bagels space.
- 9) Weekly concerts are being held in the center court every Thursday this summer. People are coming out for these concerts and are visibly impressed when they see what's happening at the center. A big 50<sup>th</sup> anniversary party for Alameda Towne Centre is scheduled for Saturday, August 9.
- 10) Alameda Credit Union will be opening a 3,500 square-foot facility near T.J. Maxx by the end of the year.
- 11) Harsch is negotiating with a bridal store and a jewelry store.
- 12) Harsch wants to help grow local businesses in incubator spaces. Nisha's jewelry store is an example of that. Harsch is proud of the center's long standing, local tenants such as Lord's Ice Cream and South Shore Beauty Center.
- 13) Harsch has always been a community supporter. They want to promote Alameda – not just Alameda Towne Centre. Mr. Corbitt is a director on the Alameda Chamber Board. For many years, Harsch was a sponsor of the Run for the Parks, which the City has cancelled this year for budget reasons. Harsch wants to help get this event

back by next year. One potential tenant is a shoes and running gear company that has expressed interest in sponsoring this event, too. Harsch has provided 2,500 square feet of free gallery space to Frank Bette Center for the Arts, as well as office space for Alameda Civic Light Opera. Harsch also donates to local schools.

- 14) Alameda's name is now "out there" at the International Council of Shopping Centers (ICSC) conventions.

Commission Members' Questions and Comments:

- 1) Commission Member Lindsey congratulated Mr. Corbitt for signing Daphne's, and asked if there were plans for other upscale restaurants, especially ones that could take advantage of the water view. Mr. Corbitt responded that South Shore Car Wash would be leaving in the next couple of years, and one or two restaurants are being planned for the area by Sushi House where the old movie theater was located. Harsch wants to incorporate the beach into the center.
- 2) Commission Member Schmitz commended Mr. Corbitt for all his work with the public during this process. Mr. Corbitt stated that Harsch is building a family of tenants. He added that he has been working for Alameda Towne Centre for eight years and for seven of those years, he has been working on this redevelopment of the center.
- 3) Commission Member Zuppan stated that, due to safety and environmental concerns, she did not like the shopping cart security boundaries around the Safeway parking lot, and that she should not have to keep moving her car. She also asked if more bicycle parking and storage areas would be provided. Mr. Corbitt responded that he was working on that; however, he also had to be respectful of merchants not wanting their storefronts obstructed. He added that the center has already provided more than required. Commission Member Zuppan complimented Mr. Corbitt's work with Bike Alameda to make Alameda Towne Centre more bike-friendly.
- 4) Commission Member Ryan asked about the progress of the Safeway gas station. Mr. Corbitt responded that Safeway had purchased the former U.S. Bank site to build the gas station, and it was his understanding that it should be open in two to three months. Mr. Corbitt noted that the gas station was not Harsch's project.
- 5) Commission Member Bonta congratulated Mr. Corbitt and expressed thanks for Harsch's commitment to long term tenants, local business incubation, and community outreach.

6) Chairman Wetzork thanked Mr. Corbitt for his presentation.

This item was provided for information, only; no EDC action was requested.

6.b. Periodic Review of the Community Improvement Commission Implementation Plan for the Alameda Point Improvement Project

Ms. Silver gave the presentation (a copy is attached for reference). In response to a question by Commission Member Dahlberg, Ms. Silver confirmed that the environmental remediation was expected to be achieved, either completed or in a long-term monitoring phase, by 2012. In response to a question by Commission Member Bonta, Ms. Silver stated that the delays in bringing affordable housing on line at Alameda Point could have an impact on the Housing Element timeline, but not the Redevelopment Plan. Commission Member Schmitz stated that he heard SunCal was looking for a new financial partner. Ms. Silver had no additional information to add regarding that. In response to a question by Commission Member Zuppan, Ms. Silver stated that Implementation Plan goals stay the same; however, the plans and projects to achieve those goals could change. Motion (Schmitz), seconded, and unanimous to forward the Periodic Review of the Implementation Plan for the APIP to the CIC with a positive recommendation from the EDC.

7. REPORTS

7.a. Oral Report: Commission Member Schmitz – EDC Representative to the Bicycle Plan Task Force

Commission Members Schmitz stated that he had missed the last task force meeting. The draft bicycle policies document is being circulated for boards and commissions review and comment. He stated that he would like the EDC to think about how the bicycle plan could be used to further EDC's priority projects.

7.b. Oral Report: Commission Member Schmitz – EDC Representative to the Alameda Point Advisory Task Force

Commission Member Schmitz stated that he had nothing to report, as the task force was still waiting for their next meeting to be scheduled.

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

8.b. Redevelopment – Building Better Communities

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

Commission Member Zuppan stated that she was impressed with the marketing packet used by City of Oakland. Since the EDC is tasked with economic development for City of Alameda, she stated that she would like staff to provide a presentation regarding our marketing program. Chairman Wetzork requested that staff provide an update at a future meeting.

10. ADJOURNMENT

The meeting was unanimously adjourned at 8:42 p.m.

Respectfully submitted,

Rosemary Valeska  
EDC Recording Secretary

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